

Visit Marshall Review & Update

Cassi Weiss | Director



Presentation Topics

- 2022 in Review
- Visit Marshall Services
- Financials
- Visit Marshall Strategic Plan
- Red Baron Arena & Expo
 - Goal recap
 - Event recap
 - Strategic plan



2022 in Review

- **Marketing**
- **Events**
 - Youth Sports & Activity Expo
 - Mega Bingo
 - Craft Beer Show
 - City of Marshall 150th
 - Prairie Jam
- **Community Tourism Support Grant**
 - Totaling over 31,000 invested into our local community.



Financials

- Direct Spending – 70%
 - Marketing
 - Events
 - Community Support
 - Community Investment
- Indirect Spending – 30%
 - Staffing (Full-time Communication Coordinator)
 - Local Community Marketing/Advertising
 - Print Materials; Visitor Guide & Printed Maps, etc.



2022 Goal Recap

- Implement Digital Marketing into our 2022 Marketing Plan
- Work with our Community Tourism Grant Applicants for Events to apply 5+ months in advance so we can do more regional marketing for the event
- Assist the Lyon County Museum in opening an affiliate welcome center in conjunction with Explore Minnesota.
- Take the “FAM” (Familiarize) tour we did with SMSU and develop that into a perk for our hospitality partners to send their employees on for free
- Continue to strengthen our relationship with SMSU



2023 Goals

- Book more business meetings, expo, or trainings to draw in business travel for at least 1 night hotel stays. (ideally mid week)
- Work with the local community to get Visit Marshall Brand around town
 - Hotels, restaurants, boutiques, & tourist attractions
 - Brochure racks, QR codes to our website, table tents
- Increase fall advertising for outdoor travel weekends focusing on niche markets
 - Birding
 - Fall colors
 - Biking
 - Hiking
 - Hunting



5 Year Goals

- Increase business Travel for expo, events, and business meetings in town Work with local businesses to host “regional” team meetings in Marshall
- Increase Tournament / Events for Niche Sports. (Darts, Pool, Bean Bags, Adult Sports, Curling, Rolle Boole)
- Increase the number of State tournament or events. Examples being State Sports Tournaments, Governors Pheasant Opener, Regional College Events, Hockey Day Minnesota.
- Build New Partnerships with our local outdoor Associations. Examples being Hunting, Fishing, Biking, Hiking, Bird Watching, etc.



Questions?

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Red Baron Arena & Expo

2022 Goal Recap

- Streamline the scheduling and booking process to make it easier for the consumer
- Develop a strategic plan for the Red Baron Arena with long term goals
- Strengthen the relationship with Red Baron Sponsors



Red Baron Arena & Expo

2022 Events

Jan. – April

Peeewe Regional Hockey Tournament

Youth Sports & Activity Expo

Prairie Home Hospice Charity Event

SMSU Worldfest

May – Aug.

Spring Craft Show

Craft Beer Show

ABE Networking Event

City of Marshall 150th Mega Bingo

Habitat For Humanity Pickers Paradise

Sept. – Dec.

Fall Craft & Vendor Show

Marshall Gun Show

Business After Hours

Taste of Marshall

Fairbanks Ice Dogs Game Weekend

Lower Conference Room Rentals:

21 paid Rentals

* 10 Skating Parties

Bluepeak Club Room Rentals:

37 paid rentals

*(*does not include MPS, City of
Marshall, or Visit Marshall usage)*

Weddings:

2018 – 1

2019 – 3

2020 – 6 1

2021 – 5

2022- 8

2023-



Red Baron Arena & Expo

2023 Goals

- Continue to explore ways to make booking process easier for consumer and for us scheduling.
- Look into options on how to utilize the expo floor for sports / activities when events aren't happening.
- Drive more business travel from local businesses, we saw a big jump in our meeting spaces last year and we want to capitalize on that.
- Start a list of potential renters and send them information on hosting events at the Red Baron Arena.
 - Christmas parties, Business Meetings, Corporate training, Industry Expo etc.



Red Baron Arena & Expo

5 Year Goals

- Host large business expos or meetings on expo floor
- Host 20% more business meetings in both Bluepeak club room and conference room than in 2022.
- Better serve our sports that can participate on the expo floor March – October.
- Host a youth state hockey tournament
- Host a off season hockey tournament with AAA Hockey



Red Baron Arena & Expo

2022 Marketing

- Minnesota Wild Game Day Publication
- Featured article & ad in Connect Magazine
- Listing on Meeting pages publication and website
- Listing on Weddingwire.com
- Marshall Community Guide
- Minnesota Meetings & Events Publication
- Sports Destination Management Publication
- Hitching Post & Wooden Nickel menu boards
- Midwest Meetings Guide Book



Red Baron Arena & Expo

2022 Marketing



LET'S BOOK YOUR EVENT!



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